

# Johnny Was Improves Product Decision-Making with One Platform for All Teams

[EXPLORE MORE CUSTOMER WINS](#)  
[TALK TO OUR TEAM](#)

## JOHNNY WAS



### Business Outcomes

- Improved decision-making
- Centralized system of record
- Access and insights into historical data
- Reusable assets to streamline development processes

### VALUE DRIVERS

- Increase Operational Efficiency to Deliver the Right Products to Market

## CUSTOMER CHALLENGE

### *Disparate Tools & Lack of Access to Data*

As a leading fashion and apparel brand, Johnny Was needs accurate data in order to respond quickly to changes in demand.

For too long, the brand relied on disparate tools like Excel to manage its product development processes. With data scattered across several teams and systems, it had no centralized system for managing it. This led to manual processes to aggregate the data, taking up more time than needed to hunt for information and make informed product decisions.

What did they need?

A way to scale operations and streamline processes with a platform that can consolidate its data to export to other systems, like ERP and ecommerce. It must provide reporting and analytics capabilities for all teams to access at any given time.

## CUSTOMER OUTCOME

### *One Platform for All Teams Leads to Operational Efficiency*

Johnny Was successfully consolidated its data, streamlined workflows, and achieved significant efficiency improvements.

One centralized platform provided product and development teams with enhanced reporting and tracking capabilities, empowering informed decision-making. The PLM is invaluable in keeping the executive team updated on project status and vendor performance.

Additionally, the system facilitated the seamless adoption of a new brand style with reusable assets during a transformative period.

Johnny Was looks forward to future enhancements and workflow efficiencies, ensuring continued growth and success for their brand in the fashion industry.



**"Now people are really understanding how it can streamline work and make things a lot easier, faster, and more efficient."**

*Steve Clima*

Vice President, Supply Chain at  
Johnny Was